

East Hollywood Business Improvement District

BOARD OF GOVERNORS MEETING

Wednesday, September 11, 2013

Hollywood Hotel
(1160 North Vermont Avenue Hollywood, CA 90029)

MINUTES

Governors Attending: Jeff Zarrinnam, chair; Alexanyan, Carlson, Massachi, Shield, Underdown

Staff: Gubler, Shahenian

Guests: Jose Orozco, CHASE; Craig Orange, LAPD; Aram Taslagyan, CD-13;

I) Call to Order

Zarrinnam called the conference call meeting to order at 2:06 pm. The group members in attendance made self-introductions.

II) Public Comment

There was no public comment.

III) Approval of Minutes

Motion by Alexanyan, seconded by Shield to approve the July 10, 2013 Meeting Minutes.

Motion carried.

IV) Adjournment

The Board Adjourned at 2:11 pm to go into Nominating Committee

V) Call to Order

Zarrinnam reconvened the general Board meeting at 2:14 pm.

VI) Consideration of Catherine Gaughen to fill Board vacancy

The Board discussed the recommendation of Catherine Gaughen of Kaiser Permanente to fill the remaining term of Gail Koretz.

Motion by Alexanyan, seconded by Carlson to nominate Katherine Guagen to fill the vacant seat of Gail Koretz for a term ending in 2015.

Motion carried.

VII) 2013 Annual Financial Review and Accounting Discussion

The Board reviewed requested proposals from GTL and Magdalena Martinez for the BID's required accounting services for 2013. Shahenian discussed the staff recommendation to proceed with GTL for the Annual Review only and utilize Magdalena Martinez for any additional accounting services. The BID would be paying a total of \$4,920 for the combined services. This will result in a \$380

savings over using GTL for the full scope of work. This however is still an increase over the BID's previous expenditure of \$3200 in years 2010-2012.

Motion by Carlson, seconded by Shield to accept the staff recommendation as outlined.

Motion carried.

VIII) Grant for “Doggy Waste Stations”

The Board discussed a grant opportunity to install two “doggy waste stations” along Vermont Ave. The grant would be paid for by LA Cedars Rotary Club and would include installation and maintenance supplies for one year.

Motion by Shield, seconded by Carlson to accept the LA Cedars Rotary Grant and install the 2 waste stations at the Vermont Triangle and near the LACC Swap meet area.

Motion carried.

IX) Vermont Triangle

Zarinnam noted that the Councilmembers O'Farrell and Labonge would be holding a re-dedication ceremony for the Vermont Triangle on September 12th at 9:45. The rededication is to announce the recent makeover of the Triangle by Kaiser Permanente, the Hollywood Hotel, and the Los Angeles Beautification Team.

The Board discussed taking over maintenance of the Vermont Triangle. The LABT has estimated maintenance costs at \$4680 per year.

Motion by Alexanyan, seconded by Carlson to the over on-going maintenance of the Vermont Triangle as part of the BID's maintenance program.

Motion carried.

The Board discussed ordering new T-shirts for LABT cleaning crews with the BID's recently adopted logo.

Motion by Shield, seconded by Carlson to allocate up to \$1000 for new EHBID t-shirts for maintenance crews.

Motion carried.

X) Financial Report

Shahenian noted that the BID had a beginning balance of \$96,188.82 and an ending balance of \$96,198.13 for the month of August.

XI) Reports from Public Agencies

Aram Taslagyan provided an update from CD-13. He discussed the Vermont Median project noting that the City is working towards a ground breaking prior to the end of the year.

XII) Board Member Outreach

Zarrinnam asked Board members to more actively engage with their neighbors on EHBID related issues. Board members will divide the BID into sub-districts and each take responsibility for outreaching to their sub-district.

XIII) Next Meeting Date

The next meeting of the EHBID was scheduled for Tuesday, October 22, 2013 at 1:00 pm at the Hollywood Hotel.

XIV) Adjournment

The meeting was adjourned at 3:15 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahenian". The signature is fluid and cursive, with "Nicole" on the top line and "Shahenian" on the bottom line.

Nicole Shahenian
Executive Director